



Cold Calling 101





Pitch #1: The Intro

Introduce yourself

- If its a gatekeeper keep it pretty casual so they pass you through
- If it's the DM - introduce yourself with your first and last name and company
- The person who asks the questions maintains control of the conversation

If you fail to provide your name + company - you are going to get the

“Who is this? What company are you calling me from?”



Pitch #2: How have you been?

- **DON'T** use this is a cold call or did I catch you at a bad time
- 40% less likely to book a meeting
- You'll run into - you did catch me at a bad time or not interested before you even get to pitch
- That is a 0.9% success rate or 1/100 calls

Why use - How have you been?

Pattern Interrupt: do I know this person?

6x more success than the baseline



Pitch #3: The Reason



The reason for my call is:

The **Nexus** is a polarizing insight that changes how your customer thinks and feels about a key problem or opportunity and can eventually be tied back to your solution.

You want to create a sense of FOMO —
“Wow, this is the way the world is moving.
We are missing out before we get left behind.
We need to get onboard!

Example: The reason for my call is that

I have been talking to a lot of sales leaders like yourself and they are often surprised to hear that sending out mass emails no longer works to generate top of funnel. This means that cold calling is more important than ever.

Has this been on your radar at all?

Pitch #4: The Story

Stories - get carried from generation to generation

It builds trust - people buy from people who they resonate with

Now that you've presented the nexus and outlined the problem, your buyer is ready to accept a new idea — YOURS. The story is where you show them how they win.

Remember: Humans buy on emotion and justify with logic.

As you share the story, be sure to talk numbers (ROI), but don't let it be your primary focus. Instead, provide your buyer just enough numbers to rationalize their emotions.

Be sure to talk about prior state to after state in your story, without the before the after falls flat





Pitch #5: Value Proposition

If you want the next call to happen (or at least give it a better chance of happening), focus less on features and more on value.

When sellers focus on features, they are significantly less likely to earn a follow-up call.

Your value proposition is your “in-a-nutshell” version of what you do, who you do it for, and how you do it.



Your solution must bring them tangible value.



Objection Handling 101





Objection Handling

The first thing you say when you face an objection should always be the same:

Next is diffuse the situation

Address and then reframe the objection



Examples:

1. I hear that all the time and completely understand
2. That makes sense
3. That's the case for most leaders I speak with
4. Totally get it. I would feel the same if someone just cold called me



Pause... Speak Slower



Successful reps pause when they get objections

- They pause longer after objections than any other time in the call
- They pause 5x longer than average performers
- 173 words per minute

Unsuccessful reps often interrupt the customer when handling objections

- They have already anticipated what to say back based on the first part of the answer
- They also speak faster when objection handling
- 188 words per minute



Ask a Question



Successful salespeople use questions to handle all types of objections

- Clarify - addressing the wrong issue leads to more frustration
- Use Mirroring - You don't think now is the right time? You're not interested?
- Address that you understood his answer... That's fair, it seems like you are *emotion*

Unsuccessful reps often respond with monologue

- They steamroll the prospect
- Uses why when asking the question
 - This puts the buyer on the defensive



Solve Objection



- Make sure it's not a smokescreen objection
- Address the objection and if another one comes up then that one is the true objection
- DON'T SAY: Can I make a suggestion - triggers defense
- SAY: Can I bounce a few thoughts off of you?

REFRAME

- Get them to see it a different way

Bad timing to perfect timing

- “I don’t want to take the meeting until next month... its busy season for us right now and probably the worst time to do this.”
- REFRAME:



Best Days/Times to call

Best times to call for (Local Time)

1. 8-10 AM
2. 4-5 PM
3. 11-12PM

Best days to call

- Thursday, Wednesday, Friday, Monday, Tuesday

